

Exhibit 12

(Public)

EXHIBIT 16

SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND
2018 – 2022

	Partnership Criteria																			Proactively Share Reports, Analytics and Insights that Enable Us to Make Better Decisions									
	Technology Expertise										Alignment with Publisher Goals and Needs																		
	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10		
	[A]	[B]	[C]	[D]	[E]	[F]	[G]	[H]	[I]	[J]	[K]	[L]	[M]	[N]	[O]	[P]	[Q]	[R]	[S]	[T]	[U]	[V]	[W]	[X]	[Y]	[Z]	[AA]		
[1] Google Ad Manager	57%	73%	69%							48%	64%	54%	74%	63%	66%	53%	61%	66%	55%	70%	56%								
[2] Amazon Publisher Services	57%	65%	68%							57%	48%	60%	64%	58%	42%	38%	56%	55%	63%	54%	55%								
[3] Magnite												35%	50%	61%	48%	49%	56%												
[4] OpenX	73%	47%	38%							52%	47%	34%	39%	35%	34%	37%	25%	30%	61%	30%	28%								
[5] MoPub	74%	55%	42%							61%	42%	45%		44%	51%	50%	45%		59%	45%	36%								
[6] Xandr Monetize													57%	51%	55%	42%	47%	36%											
[7] Yahoo SSP*	57%									66%		31%	36%	49%	40%	27%	44%	37%	68%										
[8] SpotX**	67%									72%			45%	38%	39%				74%										
[9] PubMatic	77%	53%	31%							72%	57%	44%	44%	50%	44%	36%	50%	35%	68%	60%	34%								
[10] Index Exchange	66%	63%	29%							76%	50%	13%	28%	41%	40%	28%	44%	40%	63%	47%	23%								
[11] Triplelift													59%	50%			50%												
[12] Rubicon	62%	48%	38%							55%	58%	41%	41%						67%	55%	41%								
[13] AppNexus	65%	46%	46%							68%	49%	38%							72%	51%	48%								
[14] Oath Ad Platforms		50%	38%								45%	31%								53%	34%								

	Partnership Criteria																			Sales Skills (Listening, Attentiveness, Negotiating, etc.)									
	Is Easy to work with										Transparent and Fair in Fee Structure																		
	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10		
	[AB]	[AC]	[AD]	[AE]	[AF]	[AG]	[AH]	[AI]	[AJ]	[AK]	[AL]	[AM]	[AN]	[AO]	[AP]	[AQ]	[AR]	[AS]	[AT]	[AU]	[AV]	[AW]	[AX]	[AY]	[AZ]	[BA]	[BB]		
[1] Google Ad Manager	76%	69%	60%							65%									57%										
[2] Amazon Publisher Services	70%	50%	50%							55%									55%										
[3] Magnite																													
[4] OpenX	68%	40%	44%							64%									52%										
[5] MoPub	69%	48%	39%							74%									67%										
[6] Xandr Monetize																													
[7] Yahoo SSP*	68%									66%									57%										
[8] SpotX**	68%									67%									54%										
[9] PubMatic	63%	60%	44%							63%									68%										
[10] Index Exchange	64%	57%	35%							64%									69%										
[11] Triplelift																													
[12] Rubicon	62%	55%	35%							63%									63%										
[13] AppNexus	74%	49%	37%							59%									69%										
[14] Oath Ad Platforms		47%	41%																										

EXHIBIT 16

SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND
2018 – 2022

										Partnership Criteria									
										Operates with Integrity - Open, Fair, Honest, Working Toward a Win/Win Relationship									
										Publisher Data Capabilities									
										SSP-Owned Data Capabilities									
										W2	W3	W4	W5	W6	W7	W8	W9	W10	
										[BC]	[BD]	[BE]	[BF]	[BG]	[BH]	[BI]	[BJ]	[BK]	
[1]	Google Ad Manager	71%																	
[2]	Amazon Publisher Services	55%																	
[3]	Magnite																		
[4]	OpenX	63%																	
[5]	MoPub	66%																	
[6]	Xandr Monetize																		
[7]	Yahoo SSP*	64%																	
[8]	SpotX**	63%																	
[9]	PubMatic	56%																	
[10]	Index Exchange	59%																	
[11]	Triplelift																		
[12]	Rubicon	67%																	
[13]	AppNexus	61%																	
[14]	Oath Ad Platforms																		

										Performance Capabilities Criteria									
										Monetization and Revenue Generation Capabilities									
										Auction Dynamics									
										Analytics Providing Key Performance Metrics (Pricing, Effectiveness, New Advertisers, etc)									
										W2	W3	W4	W5	W6	W7	W8	W9	W10	
										[CD]	[CE]	[CF]	[CG]	[CH]	[CI]	[CJ]	[CK]	[CL]	
[1]	Google Ad Manager	72%	60%	87%	79%	87%	75%	74%	73%	58%	67%	63%							
[2]	Amazon Publisher Services	60%	70%	72%	66%	54%	43%	65%	66%	62%	58%	57%							
[3]	Magnite			42%	42%	57%	53%	47%	48%										
[4]	OpenX	47%	31%	39%	46%	38%	46%	32%	41%	66%	30%	31%							
[5]	MoPub	45%	39%		64%	51%	48%	42%		69%	45%	27%							
[6]	Xandr Monetize			57%	41%	47%	39%	53%	36%										
[7]	Yahoo SSP*		22%	36%	51%	38%	32%	49%	32%	64%									
[8]	SpotX**			33%	43%	43%	46%			68%									
[9]	PubMatic	60%	31%	35%	56%	48%	40%	46%	28%	61%	47%	34%							
[10]	Index Exchange	50%	32%	28%	43%	48%	42%	45%	44%	75%	57%	23%							
[11]	Triplelift			38%	42%				54%										
[12]	Rubicon	45%	29%	59%						72%	55%	44%							
[13]	AppNexus	44%	38%							72%	46%	40%							
[14]	Oath Ad Platforms	45%	22%								50%	25%							

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2018 – 2022

		Performance Capabilities Criteria																										
		Track Record of Protection Against Bad Ads, Bots, Fraud										Availability of Reporting (i.e., Quantity and Frequency of Updates)										Access to Demand						
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10
[DE]	[DF]	[DG]	[DH]	[DI]	[DJ]	[DK]	[DL]	[DM]	[DN]	[DO]	[DP]	[DQ]	[DR]	[DS]	[DT]	[DU]	[DV]	[DW]	[DX]	[DY]	[DZ]	[EA]	[EB]	[EC]	[ED]	[EE]		
[1]	Google Ad Manager	69%	58%	51%						59%								58%										
[2]	Amazon Publisher Services	58%	48%	53%						65%								72%										
[3]	Magnite																											
[4]	OpenX	57%	40%	31%						66%								54%										
[5]	MoPub	72%	35%	36%						76%								68%										
[6]	Xandr Monetize																											
[7]	Yahoo SSP*	59%						71%								71%												
[8]	SpotX**	63%						75%								56%												
[9]	PubMatic	56%	50%	28%						74%								72%										
[10]	Index Exchange	71%	33%	29%						59%								76%										
[11]	Triplelift																											
[12]	Rubicon	57%	48%	26%						68%								70%										
[13]	AppNexus	50%	41%	35%						65%								63%										
[14]	Oath Ad Platforms	45%		25%																								

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SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND
2018 – 2022

		Leadership Criteria																										
		A Market Leader								Superior Technology Vision								Integrity as a Company in Their Behavior in the Market and in Their Dealings with Clients										
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10
		[FG]	[FH]	[FI]	[FJ]	[FK]	[FL]	[FM]	[FN]	[FO]	[FP]	[FQ]	[FR]	[FS]	[FT]	[FU]	[FV]	[FW]	[FX]	[FY]	[FZ]	[GA]	[GB]	[GC]	[GD]	[GE]	[GF]	[GG]
[1]	Google Ad Manager	79%	76%	79%	90%						65%	70%	69%	78%	71%					57%	63%	59%						
[2]	Amazon Publisher Services	58%	69%	73%	71%						58%	62%	72%	69%	58%					62%	56%	62%						
[3]	Magnite												43%	45%														
[4]	OpenX	63%	47%	50%	36%						61%	43%	22%	33%	43%					54%	43%	47%						
[5]	MoPub	68%	45%	33%							68%	42%	39%							68%	48%	39%						
[6]	Xandr Monetize												64%	32%														
[7]	Yahoo SSP*	61%		25%	53%						55%		22%	42%	41%					64%								
[8]	SpotX**	49%									75%			42%	41%					68%								
[9]	PubMatic	60%	57%	25%	50%						63%	43%	34%	41%	50%					63%	60%	50%						
[10]	Index Exchange	59%	47%	26%	38%						59%	53%	19%	34%	30%					68%	50%	26%						
[11]	Triplelift				31%								41%	45%														
[12]	Rubicon	63%	55%	44%	41%						63%	48%	44%	50%						67%	45%	50%						
[13]	AppNexus	65%	36%	48%							56%	46%	27%							69%	62%	48%						
[14]	Oath Ad Platforms		47%	25%								47%	22%								55%	41%						

		Leadership Criteria																		Platform Capabilities Criteria									
		Inspire Confidence That Our Company Will Succeed in the Partnership with Them									Successful - Competent and Stable in Managing Their Business									Ease of Use									
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	
		[GH]	[GI]	[GJ]	[GK]	[GL]	[GM]	[GN]	[GO]	[GP]	[GQ]	[GR]	[GS]	[GT]	[GU]	[GV]	[GW]	[GX]	[GY]	[GZ]	[HA]	[HB]	[HC]	[HD]	[HE]	[HF]	[HG]	[HH]	
[1]	Google Ad Manager	67%	66%	61%							57%									73%	75%	69%	87%	71%	81%	69%	74%	75%	
[2]	Amazon Publisher Services	60%	52%	73%							62%									78%	60%	62%	66%	58%	42%	52%	55%	56%	
[3]	Magnite																					38%	26%	47%	46%	46%	52%		
[4]	OpenX	68%	37%	28%							74%									73%	53%	31%	36%	54%	43%	45%	41%	41%	
[5]	MoPub	68%	55%	39%																71%	45%	42%		36%	42%	42%	42%		
[6]	Xandr Monetize																					57%	32%	32%	42%	39%	40%		
[7]	Yahoo SSP*	73%									64%									64%		22%	42%	41%	27%	39%	44%	46%	
[8]	SpotX**	75%																		67%			27%	51%	43%	38%			
[9]	PubMatic	74%	63%	41%							81%									72%	60%	41%	44%	42%	38%	36%	46%	28%	
[10]	Index Exchange	69%	57%	26%							63%									63%	47%	26%	25%	35%	44%	34%	43%	33%	
[11]	Triplelift																					34%	39%				39%		
[12]	Rubicon	62%	58%	38%							68%									65%	45%	41%							
[13]	AppNexus	67%	46%	38%							67%									71%	44%	42%							
[14]	Oath Ad Platforms		47%	25%																	42%	22%							

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2018 – 2022

		Platform Capabilities Criteria																											
		Data Available in the Platform									Data Privacy and Security									Audience Solutions									
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	
		[HI]	[HJ]	[HK]	[HL]	[HM]	[HN]	[HO]	[HP]	[HQ]	[HR]	[HS]	[HT]	[HU]	[HV]	[HW]	[HX]	[HY]	[HZ]	[IA]	[IB]	[IC]	[ID]	[IE]	[IF]	[IG]	[IH]	[II]	
[1]	Google Ad Manager	60%	81%	69%	78%	74%	74%	71%	70%	73%					66%	64%	62%	65%	73%								58%	71%	
[2]	Amazon Publisher Services	70%	58%	68%	66%	55%	50%	46%	61%	62%					58%	54%	48%	63%	54%							56%	67%		
[3]	Magnite				43%	34%	49%	50%	54%	51%					32%	43%	56%	55%	52%							33%	59%		
[4]	OpenX	61%	47%	31%	55%	35%	45%	41%	32%	40%					49%	30%	47%	37%	38%							43%	39%		
[5]	MoPub	72%	42%	39%		58%	47%	54%	27%						50%	40%	49%	43%								42%	42%		
[6]	Xandr Monetize				61%	51%	53%	42%	49%	27%					43%	40%	35%	46%	33%							39%	45%		
[7]	Yahoo SSP*	66%		28%	42%	43%	38%	26%	38%	36%					41%	38%	26%	34%	23%							25%	35%		
[8]	SpotX**	72%			21%	35%	35%	36%							35%	45%	41%									38%			
[9]	PubMatic	67%	50%	31%	53%	53%	38%	40%	46%	18%					36%	27%	41%	45%	34%							34%	48%		
[10]	Index Exchange	61%	60%	29%	28%	27%	35%	30%	35%	25%					41%	40%	27%	30%	35%							28%	39%		
[11]	Triplelift				44%	37%				42%					32%				48%										
[12]	Rubicon	60%	39%	38%	53%																								
[13]	AppNexus	67%	54%	40%																									
[14]	Oath Ad Platforms		34%	28%																									

		Platform Capabilities Criteria																													
		Identity Solutions/ Capabilities										PMP/ Programmatic Guaranteed Capabilities										Visibility into Accurate, Available Inventory									
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10			
	[IJ]	[IK]	[IL]	[IM]	[IN]	[IO]	[IP]	[IQ]	[IR]	[IS]	[IT]	[IU]	[IV]	[IW]	[IX]	[IY]	[IZ]	[JA]	[JB]	[JC]	[JD]	[JE]	[JF]	[JG]	[JH]	[JI]	[JJ]				
[1]	Google Ad Manager					66%	60%			52%	70%	56%		76%	74%	72%	69%	72%	69%	73%	69%										
[2]	Amazon Publisher Services					63%	52%			63%	40%	53%		47%	40%	32%	56%	54%	62%	56%	65%										
[3]	Magnite					24%	31%							42%	55%	51%	54%	51%													
[4]	OpenX					27%	36%			64%	50%	22%		43%	34%	36%	32%	32%	63%	43%	28%										
[5]	MoPub					39%	44%			70%	42%	30%		50%	51%	44%	46%		70%	48%	42%										
[6]	Xandr Monetize					38%	36%							41%	43%	39%	45%	43%													
[7]	Yahoo SSP*					43%	27%			73%				51%	27%	24%	39%	38%	70%												
[8]	SpotX**					35%	24%			70%				62%	39%				63%												
[9]	PubMatic					39%	31%			75%	53%	38%		42%	33%	51%	49%	41%	56%	53%	34%										
[10]	Index Exchange					32%	38%			71%	43%	29%		35%	31%	36%	41%	34%	75%	47%	32%										
[11]	Triplelift					37%								42%				44%													
[12]	Rubicon									62%	55%	35%							65%	27%	38%										
[13]	AppNexus									63%	41%	33%							66%	49%	31%										
[14]	Oath Ad Platforms										34%	28%								47%	31%										

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2018 – 2022




		Platform Capabilities Criteria																													
		Auditing Tools for Control Over Ad Placement										Header Bidding Capabilities										Viewability Measurement									
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10			
		[JK]	[JL]	[JM]	[JN]	[JO]	[JP]	[JQ]	[JR]	[JS]	[JT]	[JU]	[JV]	[JW]	[JX]	[JY]	[JZ]	[KA]	[KB]	[KC]	[KD]	[KE]	[KF]	[KG]	[KH]	[KI]	[KJ]	[KK]			
[1]	Google Ad Manager	60%	72%	61%							64%	63%	61%							65%											
[2]	Amazon Publisher Services	65%	56%	57%							62%	60%	62%							68%											
[3]	Magnite																														
[4]	OpenX	76%	57%	31%							56%	57%	41%							54%											
[5]	MoPub	65%	45%	30%							68%	39%	30%							66%											
[6]	Xandr Monetize																														
[7]	Yahoo SSP*	50%										66%										66%									
[8]	SpotX**	60%										58%										65%									
[9]	PubMatic	74%	50%	38%							79%	60%	34%							59%											
[10]	Index Exchange	61%	43%	29%							80%	53%	39%							59%											
[11]	Triplelift																														
[12]	Rubicon	70%	48%	38%							67%	42%	29%							60%											
[13]	AppNexus	68%	28%	46%							65%	44%	50%							55%											
[14]	Oath Ad Platforms		50%	28%								37%	28%																		

		Platform Capabilities Criteria																																		
		Ability to Deliver Formats Integrated with the Site										Omni-Channel / Multi-Format Capabilities										Ease of Integration with Your Ad Tech Stack														
		W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10	W2	W3	W4	W5	W6	W7	W8	W9	W10								
		[KL]	[KM]	[KN]	[KO]	[KP]	[KQ]	[KR]	[KS]	[KT]	[KU]	[KV]	[KW]	[KX]	[KY]	[KZ]	[LA]	[LB]	[LC]	[LD]	[LE]	[LF]	[LG]	[LH]	[LI]	[LJ]	[LK]	[LL]								
[1]	Google Ad Manager	59%																				58%	76%	73%	48%										82%	
[2]	Amazon Publisher Services	62%																				44%	49%	65%	65%										54%	
[3]	Magnite																					41%	52%	53%											58%	
[4]	OpenX	63%																				30%	35%	38%	68%										38%	
[5]	MoPub	67%																				45%	42%		67%											
[6]	Xandr Monetize																					35%	39%	40%											35%	
[7]	Yahoo SSP*	79%																				23%	41%	41%	68%										42%	
[8]	SpotX**	66%																							68%											
[9]	PubMatic	68%																				41%	50%	36%	65%										17%	
[10]	Index Exchange	73%																				18%	18%	36%	75%										42%	
[11]	Triplelift																								35%											49%
[12]	Rubicon	65%																							63%											
[13]	AppNexus	70%																							74%											
[14]	Oath Ad Platforms																																			

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2018 – 2022

Wave 2 Summary:	Throughout W2, Google showed strengths in criteria such as technology vision. However, it had multiple red flags to address, for example, low rankings of PMP Capabilities and Header Bidding Capabilities.
Wave 3 Summary:	Throughout W3, Google maintained its leading position in critical variables driving publishers' selection of SSPs such as Header Bidding Capabilities and Auditing Tools for Control Over Ad Placement.
Waves 4 and 5 Summary:	Throughout W4 and W5, Google maintained its lead for past and future intended use, with Amazon in second place. In W4, Google led in criteria such as ease of use and visibility into inventory. Moreover, W5 describes Google as the "industry standard." Additionally, Google returned to the top spot in alignment with publisher goals as well as maintaining the #1 position in tech vision, ease of use, and data availability.
Wave 6 Summary:	Throughout W6, Google maintained its leading position in critical variables driving publishers' selection of SSPs such as monetization, data privacy/security and aligning with publisher goals.
Waves 7 and 8 Summary:	Throughout W7 and W8, Google Ad Manager remained a solid SSP leader. In fact, Google Ad Manager continued to exert a healthy lead across metric and all key criteria ratings such as Ease of Use and Data Available in the Platform. Specifically, during W7, Google Ad Manager saw healthy gains on monetization capabilities and is the SSP standout for revenue contribution.
Waves 9 and 10 Summary:	Throughout W9 and W10, Google Ad Manager remained a strong SSP leader. Moreover, it had a strong performance in new metrics, such as Ability to Navigate Upcoming Privacy Changes, Omni-Channel/Multi-Format Capabilities, and Ease of Integration with Your Ad Tech Stack.

Legend***	
GAM Ranked as No. 1	
GAM Ranked as No. 2	
GAM Ranked as No. 3	

Notes & Sources:

"W2" represents Wave 2, which is the SSP survey conducted in Q3 2018, from GOOG-DOJ-03901903. "W3" represents Wave 3, which is the SSP survey conducted in H1 2019, from GOOG-TEX-00593107. "W4" represents Wave 4, which is the SSP survey conducted in H2 2019, from GOOG-AT-MDL-004168924. "W5" represents Wave 5, which is the SSP survey conducted in H1 2020, from GOOG-DOJ-AT-00608572. "W6" represents Wave 6, which is the SSP survey conducted in H2 2020, from GOOG-AT-MDL-004170032. "W7" represents Wave 7, which is the SSP survey conducted in H1 2021, from GOOG-AT-MDL-000011823. "W8" represents Wave 8, which is the SSP survey conducted in H2 2021, from GOOG-AT-MDL-001460055. "W9" represents Wave 9, which is the SSP survey conducted in H1 2022, from GOOG-AT-MDL-000016711. "W10" represents Wave 10, which is the SSP survey conducted in H2 2022, from GOOG-AT-MDL-000019131.

Blank represents unavailable data.

The percentages show the amount of times respondents attributed a rating of 8-10 (scale: 1 = Not Very Impressed; 10 = Highly Impressed) to SSP when asked the following question: *How would they rate SSP based on the "Criteria?"*

* Formerly Verizon Media Ad Platform.

** Integrated with Magnite in some of the metrics starting from Wave 8.

*** "GAM" represents Google Ad Manager.